



Greater Palm Springs Convention & Visitors Bureau

JOB POSTING

POSITION TITLE: Digital Marketing Coordinator

DEPARTMENT: Marketing

REPORTS TO: Digital Content Manager

PRIMARY OBJECTIVE:

Under the direction of the Digital Content Manager, the Digital Marketing Coordinator serves as an integral member of the overall marketing team, working to fulfill the mission to market Greater Palm Springs as a premiere visitor and meeting/convention destination for the purpose of positively affecting the area's economy and the quality of life for our citizens. The position requires fulfilling duties outlined below or otherwise assigned in support of the areas in, but not limited to, digital marketing, marketing and communications.

KEY PERFORMANCE MEASURES AND ACCOUNTABILITIES:

1. Coordinate content creation as directed by Digital Content Manager in accordance with the content calendar, including liaising with contractors, processing invoices, copyediting, photo sourcing and uploading content.
2. Maintain records in CRM database for marketing programs, including advertising, social media and content.
3. Write, edit and update content for website, social media, marketing programs and other projects as needed.
4. Maintain the CVB website as directed by Digital Content Manager and Digital Database Manager, including uploading articles and rotating content placements according to the content calendar.
5. Assist with email marketing projects as needed, including but not limited to building and distributing monthly newsletters according to content calendar.
6. Provide interdepartmental content assistance as assigned by management.
7. Understand Marketing and Communications goals, objectives and general destination information.
8. Maintain an understanding of procedures and policies through the department's standard operating procedures.
9. Attend CVB sponsored promotions and events as needed.

QUALIFICATION REQUIREMENTS:

- 1-2 years marketing & communication experience and 1-2 years copywriting or editing experience; additional experience in social media and/or digital marketing highly desired
- 1-2 years data entry experience; experience using CRM highly desired
- Demonstrated ability to manage outsourced marketing activities (copywriters, digital vendors)

- Exceptional time management, organization and project management skills
- Strong MS Word, PowerPoint and Excel skills
- Self-starter who takes the initiative to develop projects, completes tasks on time, solves roadblocks and addresses issues before they become problems
- A collaborative team player, both within his/her own team as well as the leadership team and wider organization
- Ability to thrive and think creatively and calmly in highly fluid situations and under intense schedules, pressure and deadlines
- Prioritization skills and ability to multi-task
- Strong interpersonal skills with a personable, professional and calm demeanor
- Patience and flexibility

To perform this job successfully, the employee must be able to perform each essential duty listed above satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

KEY SKILLS AND KNOWLEDGE:

Bachelor's degree from a four-year college or university and 1-2 years related experience and/or training; or equivalent combination of education and experience in marketing/communications, journalism or a related field.

Proficient with business machines such as copy, fax, printer, desktop computers, laptops and cell phones. Proficient with most commonly used business software including Microsoft Word, Excel and Outlook and any other software programs that are essential to the job function.

LANGUAGE SKILLS:

Must be able to read and write at a high school diploma level. Must be able to analyze and interpret general business information, technical procedures related to the job functions and to governmental regulations. Ability to create business reports, business correspondence and procedure manuals/memorandums. Ability to effectively present information and respond to questions from clients, managers, colleagues and the general public.

OTHER:

- Excellent writing, verbal communication and interpersonal skills.
- Ability to deal with multiple and concurrent programs.
- Analytical capability with proficiency in details.
- Strong knowledge of online communications strategies and tactics, usability standards, branding and latest digital technologies, tools and best practices.
- Experience in tracking and analyzing key metrics such as engagement and sentiment.
- Knowledge of social networks, content management systems and relevant mobile applications.

APPLICATION PROCESS:

Please submit resumes to:

Attn: HR Director

HR@gpscvb.com